



Tomorrow—Two Big Events Combined—to Make This the Greatest Day of the Entire Year!

**Santa Arrives at 10 O'Clock**

**and This Is Clover Day, Too!**

Santa Claus—the genial, jolly old fellow himself—will arrive in Memphis Friday morning at 10 o'clock to take up his permanent home in Goldsmith's Toyland until Christmas. He is going to parade down Main Street in a gorgeous float with a big brass band and souvenirs for everybody along the way. Watch for him!

Every little boy and girl in Memphis will want to be on hand to meet Santa with his big load of Dolls and Toys and wonderful Christmas things. And to make the event doubly interesting and profitable to mammas and papas we're combining it with "Clover Day." The bargains are big, but no phone orders or mail orders can be taken.

### \$3.50 FRENCH SERGE FOR \$1.88

All-wool 42-inch French Serges in all popular shades; also navy blue, dark blue and mid-night blue; qualities sold at \$3.50 a yard, for "Clover Day" (limit 15 yards to a customer), at \$1.88 a yard. (Second Floor)

### \$15.00 CHIFFON VELVET FOR \$7.50

Finest quality Chiffon Velvets in all leading evening, street and afternoon shades; lots of browns, navy blues and blacks; 40 and 41-inch widths; regular \$14.00 and \$16.00 Velvet. "Clover Day" at \$7.50 a yard. (Second Floor)



### Women's \$12.00 to \$18.00 Pumps and Slippers, \$5.00

"Clover Day" offering Women's Pumps, Strap Slippers and One-Eye Ties in black satins, brown kid and suede, black kid and patent leathers; broken sizes, but all sizes in the lot; every pair sold from \$12.00 to \$18.00 a pair; while they last, Friday only, \$5.00 a pair. (Main Floor)

### \$8.00 BLANKETS \$5.85 PAIR

Wool Mixed Blankets in broken plaid effects in pink, blue, tan and gray; double bed size; sold regularly at \$8.00 a pair, "Clover Day" only (limit 2 pairs to a customer), at \$5.85 a pair. (Basement)

### \$6.50 CORSETS FOR \$4.29

Front Laced Corsets in medium and low bust models, made of novelty cloth, trimmed with lace and ribbon; "Marquette" brand; all sizes; regular \$6.50 corsets, on sale "Clover Day" at \$4.29. (Third Floor)

### \$75 Furs \$39.75

Genuine Stone Marten choker scarfs; fine, soft pelts, very luxurious; regular \$75.00 value; "Clover Day" only \$39.75. (Third Floor)

### \$7.50 Silver \$4.95

"1849" Rogers silver sets—6 knives and 6 forks; regularly sold at \$7.50; on sale "Clover Day" only at \$4.95 a set. (Fourth Floor)

### \$12.50 Electric Heater \$9.75

Electric disc heaters, for bed or bathroom; regular \$12.50 value; special "Clover Day" only at \$9.75. (Fourth Floor)

### \$1.25 Grate Guard 89c

Screen-lined grate guards, to protect floors and rugs; regular \$1.25 value, on sale "Clover Day" only at 89c. (Fourth Floor)

### \$6.00 Oil Heater \$3.95

"Newest" oil heaters, guaranteed smokeless and odorless; large room heater; regular \$6.00 value; on sale "Clover Day" only at \$3.95. (Fourth Floor)

### 25c Shakers 10c

Great salt and pepper shakers in attractive designs; regular 25c value; on sale at 10c. (Fourth Floor)

### \$6 Icy-Hot \$4.73

"Icy-Hot" vacuum bottle; high quality; special "Clover Day" only at \$4.73. (Fourth Floor)

### \$1.00 Baby Plates 79c

White baby plates, attractive designs; regular \$1.00 value; on sale "Clover Day" only at 79c. (Fourth Floor)

### Boys' Hats, Caps, \$2.50

Winter hats and caps for boys, also knitted hockey caps, suitable for boys and girls; sold regularly at \$2.50, \$1.50 and \$2.00; special for "Clover Day" only at 44c. (Second Floor)

### \$1 Boys' Belts 59c

Boys' leather belts in tan, black and cordovan; sizes 26 only; manufacturers' samples; regular \$1.00 and \$1.50 values; special for this sale only, 59c. (Second Floor)

### \$3 Knickers \$1.89

Boys' corduroy knickers in tan, dark and dark blue; sizes for boys of 8 to 17 years; high-grade make; sold regularly at \$3.00; on sale "Clover Day" only at \$1.89 a pair. (Second Floor)

### Tapestry Ribbons

Heavy tapestry ribbons, suitable for bags, vests, etc.; handsome patterns and colors; 6 to 8-inch widths; special for this one day only at \$1.98 a yard. (Main Floor)

### \$1.50 Bag Tops 79c

Six-inch celluloid bag tops, with chain handles; regularly sold at \$1.00 and \$1.50; on sale "Clover Day" only at 79c each. (Main Floor)

### \$3.98 Kimonos \$2.85

Women's kimono-style kimonos in various colors and patterns; regular \$3.98 values; on sale for this one day only at \$2.85. (Third Floor)

### \$3.98 Petticoats \$2.85

"Clover Day" offering of women's petticoats—fine silk flounce and lace styles; regular \$3.98 values; on sale for this one day only at \$2.85. (Third Floor)

### Boys' Overcoats

Children's three-in-one waist union suits; fully lined; all sizes from 2 to 16 years; good \$1.75 values; on sale "Clover Day" only at \$1.00 a suit. (Main Floor)

### Women's Underwear

Women's underwear—white and drawers, knit of good quality cotton yarns; fine ribbed; all sizes; special for this one day only at 44c each. (Main Floor)

### \$3.00 Silk Vests

Women's close-fitting vests, well made, fine ribbed; regular \$3.00 values; on sale "Clover Day" only at \$1.98 each. (Main Floor)

### Infants' Hose 25c

Infants' white ribbed hose; fine mercerized finish; sizes 4 to 12; regularly sold at 25c a pair; on sale "Clover Day" only at 25c a pair. (Main Floor)

### \$2.50 Chemise \$1.69

Women's crepe de chine envelope chemise, in very clever styles, attractively trimmed in lace and ribbon; real \$2.50 values; "Clover Day" only, \$1.69. (Third Floor)

### 5-In. Ribbon 44c

5-inch plain taffeta and striped hair bow ribbons—these'll make pretty holiday gifts for little ones; a good quality, on sale "Clover Day" only at 44c a yard. (Main Floor)

### Children's Mittens 15c

Infants' knitted mittens, in pink, blue, red and white; sold regularly at 25c a pair; special for this one day only at 15c a pair. (Main Floor)

### Children's Unions

Children's three-in-one waist union suits; fully lined; all sizes from 2 to 16 years; good \$1.75 values; on sale "Clover Day" only at \$1.00 a suit. (Main Floor)

### Women's Underwear

Women's underwear—white and drawers, knit of good quality cotton yarns; fine ribbed; all sizes; special for this one day only at 44c each. (Main Floor)

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### Children's \$3.00 Bath Robes at \$1.98

Children's bath robes in attractive Nursery and Indian designs; this is the genuine Beacon cloth—very warm and comfy; made with collar and decorative cord; sold regularly at \$3.00; on sale "Clover Day" only at \$1.98. (Third Floor)

### Girls' Coats, \$19.75 Values, for \$10.85

Girls' coats of favored winter fabrics, in pretty colors, with self-collars and novelty pockets; sizes 6 to 14 years; regular \$19.75 coats; on sale "Clover Day" only at \$10.85. (Third Floor)

### Entire Stock of Cretonnes at ONE-FOURTH OFF

Our entire stock of Cretonnes in a wonderful selection of designs and shades, on sale "Clover Day" only at one-fourth off regular marked prices—

\$1.00 Cretonnes at 75c yard  
\$1.25 Cretonnes at 94c yard  
\$1.50 Cretonnes at \$1.13 yard  
\$1.75 Cretonnes at \$1.31 yard  
(Fourth Floor)

### Silk Hose \$1.35

The celebrated "500" women's full fashioned silk hose with heavy knit pattern; double heel and toe; worth \$3.00 a pair; on sale "Clover Day" only at \$1.35 a pair, or 4 pairs for \$4.00. (Main Floor)

### Women's Gloves

Women's washable chambray gloves, white only, with point de Paris stitching on backs; 2-clasp style; worth \$1.00 a pair; on sale "Clover Day" only at 50c a pair. (Main Floor)

### Boys' Overcoats

Children's three-in-one waist union suits; fully lined; all sizes from 2 to 16 years; good \$1.75 values; on sale "Clover Day" only at \$1.00 a suit. (Main Floor)

### Women's Underwear

Women's underwear—white and drawers, knit of good quality cotton yarns; fine ribbed; all sizes; special for this one day only at 44c each. (Main Floor)

### \$3.00 Silk Vests

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### Women's Juliets

Women's full "Juliets" in red, black, gray, purple, green, blue and brown; fur trimmed; sold regularly at \$2.50 a pair; on sale "Clover Day" only at \$1.95 a pair. (Basement—Shoe Dept.)

### Women's Gloves

Women's 16-button length chambray gloves in brown only; while the present lot lasts, "Clover Day" only, \$2.39 a pair. (Main Floor)

### Kid Gloves \$1.69

Women's Kid Gloves, in 2-clasp style, with fancy stitched backs; black and white; these gloves are factory mended, but the defects are hardly noticeable, while they last, "Clover Day," \$1.69 a pair. (Main Floor)

### Hope Sheets \$1.39

Well-known "Hope" and other good makes of Sheets, of good quality, round thread, bleached sheeting; full 130-inch size; sold regularly at \$1.35; on sale "Clover Day" only (limit 4 to a customer), at \$1.39. (Basement)

### Men's Underwear

Men's fine ribbed shirts and drawers; well finished garments in heavy winter weights; all sizes; regular \$1.25 values; on sale "Clover Day" only at 79c. (Basement)

### Men's Ties 49c

Men's Silk Ties in very attractive patterns and color combinations; sold regularly at 50c; on sale for this one day only at 49c. (Basement)

### Men's, Boys' Caps

A good line of Men's and Boys' Caps taken from our first floor departments; snappy styles and neat colors; some of them slightly soiled; regular \$1.00 and \$2.00 values; at 59c. (Basement)

### Children's Sweaters

Children's sweaters in medium and heavy weights, with large roll necks and pockets; oxford gray color; sizes 4 to 16 years; \$1.50 values at 89c. (Basement)

### Brass Candle Stick Outfits

Brass Candle Stick and Candle Outfit—pretty for dresser and bedroom mantels; a regular \$5.00 value, on sale "Clover Day" only at \$2.00. (First Floor)

### 69c Bandeaux 49c

Bandeaux, made of good quality mesh fabric; hook-back style; flesh only; sizes 22 to 28; 69c value, on sale "Clover Day" only at 49c. (Third Floor)

### \$2 Muff Form 98c

Muff Forms in brown, black and gray; with good quality satin linings; sizes for women and children; sold regularly at \$1.50 to \$2.00; on sale "Clover Day" only at 98c. (Main Floor)

### \$10 Umbrellas \$6.95

Women's high-grade "Sun-and-Rain" Umbrellas, in green, black and navy, with bakelite handles, ivory tips and silk cases; regularly sold at \$10.00; on sale "Clover Day" only at \$6.95. (Main Floor)

### \$10 Beaded Bags \$6.48

Handsome imported Beaded Bags, in artistic designs of jet and bright colored beads; draw-string styles; regular \$10.00 value; "Clover Day" only, \$6.48. (Main Floor)

### Angora Scarfs \$1.98

Soft, fluffy Angora Scarfs, in popular combinations of brown and camel; 18-inch wide; wonderful value; "Clover Day" only, \$1.98. (Main Floor)

### \$6 Curtains \$4.75

Lace Curtains in a large assortment of fine effects in beautiful designs; cream and ivory shades; 2 1/2 yards long; regular \$6.00 value; "Clover Day" only, \$4.75. (Fourth Floor)

### Hope Sheets \$1.39

Well-known "Hope" and other good makes of Sheets, of good quality, round thread, bleached sheeting; full 130-inch size; sold regularly at \$1.35; on sale "Clover Day" only (limit 4 to a customer), at \$1.39. (Basement)

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### \$2.10 Drapery \$1.69

Madras Overdrapery in a wide selection of rich designs and exquisite color combinations for living room; \$2.10 value; on sale "Clover Day" only at \$1.69 yard. (Fourth Floor)

### Coon Jiggers 59c

Alabama Coon Jiggers—the ever-popular mechanical toy—interesting to old as well as young; 75c value; "Clover Day" only, 59c. (Fifth Floor)

### Building Blocks

Auto Building Block Set, consisting of wood automobile filled with wood building blocks; 50c value; "Clover Day" special, 39c. (Fifth Floor)

### \$1.50 Toy \$1.19

Toy Laundry Sets—tub, wash board, bench, wringer and clothes rack, all complete; regular \$1.50 value; for this one day only, \$1.19. (Fifth Floor)

### Train On Track 99c

Mechanical Train on track—engine, tender, coach and rail, complete; "Clover Day" sale, only 99c. (Fifth Floor)

### 50c Sand Toy 29c

San-Dur-It Toy—a swinging sand toy, about 14 inches high; sold regularly at 50c; on sale for this one day only at 29c. (Fifth Floor)

### Sandy Andy 59c

Dumping Sandy Andy—a new mechanical toy, made of all steel—a toy with lots of action and a favorite with children; special for this one day only at 59c. (Fifth Floor)

### Self-Winding Tops

Self-Winding Tops furnish fun alike for boys and girls; special for "Clover Day" only at 5c each. (Fifth Floor)

### Picture Frames

Oil Swinging Picture Frames in four different sizes—5x7-inch, 6x8-inch, 7x9-inch and 8x10-inch; choice of any size "Clover Day" only at \$1.15. (Fifth Floor)

### Stamped Cases

Stamped Pillow Cases to be embroidered; good quality tubing; designs and hemstitched for crochet or quilt; regular 15c values; on sale "Clover Day" only at 14c a pair. (Fourth Floor)

### 15c Hair Nets 10c

"Fashionette" Hair Nets in all over, fringe or cap shapes; all shades; regular 15c values; on sale "Clover Day" only at 10c each. (Main Floor)

### Palmolive Soap 6c

"Palmolive" or "Cream Oil" Toilet Soap, large size cake; 10c values on sale "Clover Day" only at 6c a cake. (Main Floor)

### Stationery 49c lb.

"Flaxon" Lined Writing Paper; fine quality put up, bound to box—about 50 sheets; sold regularly at 49c; on sale "Clover Day" only at 40c. (Main Floor)

### Envelopes 15c